



Mohamed Fathi Hotel Manager

IHMP Graduate – Paris – (ACCOR Hotels – ESSEC)



Personal Details

Nationality: Egyptian
Date of Birth: 28th January 1976

Languages: English, Arabic, basic Spanish
Current Location: Madina, Saudi Arabia

Skill

- Energetic and professional with ambitious approach
- Experience within large hotel operations in the Middle East
- Pre-opening Luxury hotel experience
- IT skills: MS Office, Opera, Fidelio, EzRMs,
- Dataweb & Resaweb, CMC, Horizon, CRIS Two way, OnQ, HITS.
- RM Pro - certified as Revenue Mgmt. Expert

Employment History

- **Nov 2020 - Present** **Hotel Manager**
Pullman ZamZam Madina, Saudi Arabia

5 Premium Hotel -with 836 rooms & suites in central area with 5 F&B outlets and 2 meeting rooms*

- Being Hotel Manager Cum GM for one of the largest size property in Madina 2800 sqm (3 large towers)
- Reopened the property after 8 months closure ramping up with occupancy to capture higher market share
- Overseeing the daily operations of a business segment, operational departments, Human Resources, Finance, Sales and Revenue
- Awarded “ Best Traveler’s choice hotel” in TripAdvisor for 2021
- Proven ability to develop and maintain financial plans ; YTD (June 2021) Achieving a positive GOP amidst the challenges of COVID-19 restrictions with 30% reactivity
- Exceeding the Target ALL Loyalty program new enrollment with T&C in H1-2021
- Ensure strategic goals are met by setting operational policies, creating and maintaining budgets/forecasts
- Taskworld tool is fully used to implement the closing and reopening protocols
- Implementing the safety measures to meet with MOH and Accor AllSafe program and achieving ISO-2018 conformity
- Seek out opportunities for growth i.e. introduced a new revenue source to support the top line - onsite 527 Parking slot- with potential 1.5 MSR / annum.

Employment History

- **Jan 2018 - 31 Oct 2020** **Director of Hotel Operations**
ZamZam Pullman Makkah, Makkah, Saudi Arabia

5 Upscale Hotel - Lux Segment Accor-Hotels with 1315 rooms & suites employing 1000 employees serving 1 Million guests per year in 3 F&B outlets at average of 3,000 covers per day and large independent Laundry*

- Fully in charge of the Hotel following the departure of the GM as of Jan 2020 to Oct 2020
- Managing the pandemic of COVID-19 for all aspects, Hotel closure, employees’ relations, COVID cases, contingency planning, pre-opening actions, AllSafe precautions/certifications.
- In charge and overseeing the day-to-day operational activities of Rooms division ; F&B , Maintenance , Safety & security and external Laundry complex
- Staging guest experience for almost 1 Million guests/year coming from 17 countries managing 1000 diversified employees from 22 nationalities

- Directs the functions of the hotel Operations departments to support in achieving the revenue goals according to the hotel strategic objectives.
- Optimization of internal cost management policy, guest satisfaction standards and follow on motivational activities for the employees.
- Work with Engineering and Safety department to ensure that the safety of guests and employees as well as security of assets are in place
- Review of interdepartmental communications and follow-up to ensure efficient day-to-day operation.
- Responds to internal and external guest requests and ensure that the target of our VOG is met
- Follow up in the renovation scenarios and work directly with the GM to prioritize the urgent renovation needs to meet the guest expectations.
- Chairing the Planet 21 committee and lead the environmental activities
- Coordinator of Crisis Management Team
- Taking the full charge of the entire hotel Operations and main functions in the absence of the GM

Achievements

ZamZam Pullman Makkah, Saudi Arabia:

- Project transformer for adding Grab & Go outlet in the Lobby to increase awareness & visibility
- Changing the business segmentation contribution to balance the weight for better fair share between Individuals vs groups.
- NPS's been changed dramatically from negative -45% jumped to positive record of 31% Aug YTD-2018
- For first time, succeeded to serve around 6000 guests during Hajj season 1439H - August 2018

Jan 2017 - Dec 2017

Interim Hotel Operations Manager
ZamZam Pullman Makkah, Makkah, Saudi Arabia

5 Upscale Hotel - Lux Segment Accor-Hotels brand with 1315 rooms & suites 3 F&B outlets*

Summary:

- Champion Accor's Culture, Mission, Vision and Values
- Leading the team of the Operational departments
- Managing the Guest Experiences Journey
- Direct the functions of the hotel Operations departments to support in achieving the revenue goals according to the hotel strategic objectives
- Focusing on consistency elevating the Revenue and financial performance, Heartists engagement and Talent & culture activities.

Achievements

ZamZam Pullman Makkah, Saudi Arabia:

- Succeeded to be graduated from (Accor - ESSEC 12 Months IHMP program)
- Taking calculated risk to re rent 527 units during Hajj 1438 H season and to re sell them to International Markets; this led to close a better performance vs Market by closing % of Chg +8% RGI.
- Employee Engagement Survey was positively enhanced from overall satisfaction of 76% to 90%
- I took ownership with the team spirit to run a successful celebration of the Golden Jubilee event of 50 Years of ACCORHOTELS

Jul 2013 - Dec 2016

**Director of Revenue Management
ZamZam Pullman Makkah, Makkah, Saudi Arabia**

5 Hotel with 1315 rooms & suites; 1 Million guests and 3 F&B outlets; 3000 covers a day*

Summary:

- Overseeing Revenue Management practice across all revenue streams
- Supporting the Management in defining strategy (in terms of business mix and pricing)
- Serve as primary liaison with front office, food & Beverage, sales and reservations to maximize revenue and profitability.
- Working directly with F&B director to maximize Food & beverage revenue and create dynamics offers and promotions in all distribution channels
- Surveying the market and competitors in terms of performance, pricing and availability as a basis for future tactical decisions with the GM
- Optimizing the hotel turnover (Rooms, Food & Beverage , Laundry and Oth. Rev.) by making decisions about pricing, inventory management, group quotation and distribution channels
- Ensuring that a “RM culture” is spread in the hotel, through weekly meetings and regular coaching and training sessions for the hotel teams

Achievements

ZamZam Pullman Makkah, Saudi Arabia:

- Achieved the highest Revenue generated since hotel opening by +3 digits in Million SAR
- Being nominated by the Regional office to attend 2014 worldwide RM summit in Portugal; I was proud to scoop one prize for MEA Region for being the best summiteer amongst 110 Global delegates
- In my Res & Rev team managed to train & develop my assistant to become a Revenue Mgr. in our new Zamzam Pullman Madina

Jul 2010 - Jun 2013

**Revenue Manager
Sofitel Bahrain Zallaq Thalassa Sea & Spa Hotel**

5 Resort with 262 rooms, 5 F&B outlets, large ballroom, private beach, Thalassa Sea & Spa, gym and tennis courts. - www.sofitel.com/bahrain*

Summary:

- Part of the pre-opening team as an Executive team member
- Implementing Revenue Maximization program and coaching the up-selling initiatives
- Preparing the hotel budget, sales & marketing action plan, market segment and attend the budget review meeting
- In charge of e-distributions & marketing strategies of the hotel and of all hotel distribution channels (e.g. travel agencies, internet, etc)
- Implementing the brand standard, the SOP's and new packages for Thalassa concept
- Analysis of room and rate data to analyze current business plan and to provide direction to continue revenue maximization
- Accountable for property occupancy through property analysis, competitive analysis, pricing, direct sales involvement, promotion and marketing efforts

Achievements

Sofitel Bahrain Zallaq Thalassa Sea & Spa Hotel:

- At the first year of opening, the hotel scooped 2 awards (best business resort in Bahrain & leading spa resort) WTA
- For the second year, I managed to achieve with the team historical results during Bahrain F1 Grand Prix:
 - In 2012→ highest occupancy & highest RevPar in Bahrain during F1 GP 2012= Occ 98% & RevPar U\$D 725
 - In 2013→achieved 100% occupancy for 4 consecutive nights & RevPar = U\$D 875 highest ever in Bahrain

Mar 2008 - Jun 2010 Revenue Manager
Hilton International based in Al Ain, UAE

5 Hotel with 202 rooms, 6 F&B outlets, Large ballroom for mega wedding & convention, outdoor pool, squash courts, 4 tennis courts and a golf course. - www.hilton.com*

Summary:

- Leading reservation sales team
- Fully in charge of Sales & Marketing department in the absence of the S&M Director
- As OnQ project manager, “ OnQ is the exclusive PMS for Hilton Hotels” my main responsibilities are organizing installation plan and training staff on utilising OnQ PM
- Setting Sales/Business development strategy and market surveys
- Working closely with Marketing team to set strategic plans for the offers & packages in booking channels
- Liaising with the Regional and Property marketing resources
- Developing Marketing partnerships /alliances for the hotel in the UAE and in key international feeder markets
- Focus on co-ordinating approach to distribution via GDS and marketing and maximize online / offline opportunities

Achievements

Hilton Al Ain, UAE:

- Achieved a record of the highest average room rate for the hotel and competitive set
- Successful conversion of Fidelio to OnQ” Hilton PMS” and awarded as the best Project Manager

Jun 1996 - Feb 2008

Previous experiences

- **Reservations Manager**, Hilton Al Ain, UAE
- **Reservations Supervisor**, Hilton Al Ain, UAE
- **Leisure Reservation Agent**, Hilton Taba Resort, Egypt
- **Reservation Sales Agent**, Hilton Nuweiba Coral Resort, Egypt
- **Front Desk Agent**, Grand Hyatt Cairo, Egypt
- **Front Office Clerk**, Meridien Le Caire, Cairo, Egypt
- **Practical trainee during study in Kitchen production , food service and front office operation**

Education

2016-2017	ESSEC- MBA hospitality Management and strategy (IMHI) - Paris- France IHMP - International Hospitality Management Program - MBA http://worldwide.accor.net/Pages/default.aspx
1994-1998	Helwan University, Cairo, Egypt Bachelor Degree in Hotel Management Cur. American Hotel & Lodging Educational Ins.

Trainings / Courses

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| ▪ Certified in RM Dim & RM Pro - Accor assessment Centre dedicated to Revenue people to be Experts- Dubai | ▪ 4DX - Sharm El Sheikh - April 2018 |
| ▪ Value based Leadership course/Accor-Bahrain | ▪ Arabian Peninsula Business Development workshop- Hilton- Ras Al Khaimah |
| ▪ DEX- Distribution Excellence/Accor - Dubai | ▪ Revenue management & service delivery Commercial course/ Hilton - Al Ain |
| ▪ Introduction to MBTI program/Accor - Jeddah | ▪ Operational Finance program/ Hilton - Al Ain |
| ▪ Keeping the Basics Right / Sofitel- Bahrain | ▪ MAP (Management Awareness Program) - UAE |
| ▪ Fit for business course/ Sofitel - Bahrain | ▪ Total Revenue Plan TRP v2 Training - Fujairah |
| ▪ Keys of Luxury & Core values training/Accor | ▪ CMC Commercial Management Course and OnQ Training/Hilton - Dubai |
| ▪ Pro-Active leadership program/Hilton Abu Dhabi | ▪ License to Review & License to Hire courses |
| ▪ Cross-Exposure in Revenue management- Hilton Dubai Jumierah & Hilton Green Plaza Alexandria | ▪ HICOM re-trainers course/ Hilton - Dubai |
| ▪ Emergenetics profile management program- AAN | ▪ Analysis of the Trend of the operation & B-Schedules course/ Hilton - Al Ain |
| ▪ Attend the WW Rev convention-Accor in Lisbon | |